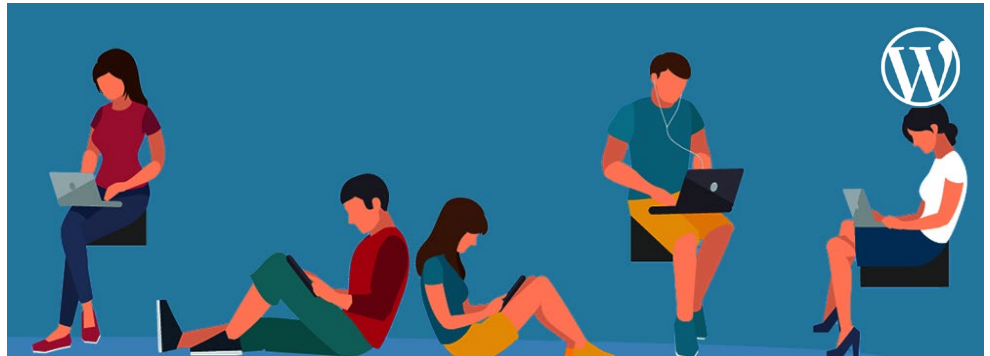# Introduction to WordPress
Training course outline

WordPress is the world's most popular website development system, powering over 30% of the world's websites. It's easy-to-use and flexible, allowing you to create and manage websites and blogs without any programming knowledge.

Introduction to WordPress training teaches everything you need to start creating professional-standard, responsive websites.

Course summary
Teaches everything you need to create a WordPress site from scratch, and maintain an existing build. Sessions include:

- Introduction to WordPress and website development
- Hosting, installation and setup
- Getting around WordPress
- Planning your site
- Posts
- Pages
- Images, audio, video
- Using themes to change your site's appearance
- Customising your page
- Menus, categories and navigation
- Plugins
- Coding essentials: HTML and CSS
- Users
- Search Engine Optimisation (SEO)
- User Experience (UX)
- Finishing touches
- Analytics

Duration
Two days.

Who should attend?
This course is ideal for new and novice website designers.

In-class or live online
You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/liveonline.

General information
Courses are hosted by highly experienced instructors with vast experience of using the application professionally.

Whilst attending training at our centres, you'll have the use of a computer running licensed software to practice the techniques taught.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

Course materials and certificate
You'll receive:

- A comprehensive training resources and practice files.
- An e-certificate (PDF) confirming successful course completion.

Method of delivery
Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

After course support
Following training, you're entitled to 30 days' email support from your trainer.

Further information
See armada.co.uk/course/wp.

Course Syllabus
See over.

Follow-on course
WordPress theme and template development (2 days). See armada.co.uk/course/wptheme.

Course syllabus

Topics	Sub-topics
Introduction to WordPress and website development	What is WordPress and its history? Why mobile matter more and more Responsive website design in WordPress The pros and cons of WordPress
Hosting, installation and setup	Local vs. remote servers Hosting considerations Self-hosting vs. Wordpress.com Setting up a local server Keeping your site safe and secure SSL (https) certificates
Getting around WordPress	Logging in and out Navigating WordPress and the admin bar The Dashboard
Planning your site	Case study project Selecting content for our website Read-only vs. interactive website features Sitemaps
Posts	Understanding posts – the difference between a post and a page Creating a post in the classic editor Categories and tags Drafts, previews and publishing
Pages	Creating and editing pages Page hierarchy – parent/child Page templates
Images, audio, video	Introducing the Media Library Preparing content for upload Uploading and labelling content for Accessibility and SEO
Using themes to change your site's appearance	Understanding themes Free vs. premium themes Find, preview and install a theme Choosing the homepage Changing banner images Adding logos and text elements Changing colours
Customising your page	Headers Sidebars Footers Widgets

Topics	Sub-topics
Menus, categories and navigation	Understanding menus Adding pages, posts and categories to menus Menus and theme options
Plugins	What's a plugin and why do we use them? Paid vs. free plugins Popular plugins
Coding essentials: HTML	Understanding HTML The Text editor Block tags Inline tags Linking ‹img›
Coding essentials: CSS	Understanding CSS Tag selectors Class and ID selectors Making tweaks to your theme
Users	Understanding users User profiles and privileges Restricting access based on user role with Adminimize
Search Engine Optimisation (SEO)	Understanding SEO Marketing your website WordPress and social media How to work with Google
User Experience (UX)	Understanding UX Why UX matters, and will matter even more in the future Essential UX patterns and trends
Finishing touches	Contact forms Google maps Additional embedded content Dealing with orphan pages and broken links
Analytics	Why use analytics Adding analytics tools to your website Google Analytics, Simple Analytics and Hotjar